ORDER

Orders Order / Rev: 107922 Alt Order #: 06864170 Product Desc: JOE HECK 4 CONGRESS Estimate: 2937 Flight Dates: 10/17/12 - 10/23/12 Primary AE: Amy McCreary Original Date / Rev: 10/16/12 / 10/30/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Placement, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 7669 Stagers Loop Billing Cycle: EOM/EOC Delaware, OH 43015 Agency Commission: 15% Advertiser Name: Heck, Joe for Congress Demographic: A35+ New Business Thru: Product Codes: PLC02 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Rill Plan

Dill Flair						
Start Date	End Date	End Date # Spots		Net Amount		
10/01/12	10/23/12	33	\$31,775.00	\$27,008.75		

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$31,775.00	\$27,008.75	0.00
Totals	33	\$31,775.00	\$27,008,75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	***		Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	99%	\$31,775.00
Market	100%	\$32,095.96

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	0%	\$0.00
KTUD	0%	\$0.00
KV∕vu	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$320.96

_Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type S	nots	Amount
E 1	KSNV NEWS	10/17/12		M-F 6-7a WakeUp M-F 6-7a WakeUp		6-7a	W	:30	1	\$700.001	0.00 NM	1	\$700.00
			End Date 10/21/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						

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KSNV

Order / Rev: 107922
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Advertiser:

Heck, Joe for Congress

Flight Dates: 10/17/12 - 10/23/12

Product Desc: JOE HECK 4 CONGRESS

Estimate:

2937

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 2 KSNV 10/18/12 10/18/12 M-F 6-7a WakeUp w/WaQM 6-7a :30 \$700,001 0.00 NM \$700.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T---\$700.00 0.00 E 3 KSNV 10/19/12 10/19/12 M-F 6-7a WakeUp w/WaCM ---F--:30 \$700.001 1 0.00 NM \$700.00 M-F 6-7a WakeUp w/Wagners NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----F--\$700.00 0.00 E 4 KSNV 10/22/12 10/22/12 M-F 6-7a WakeUp w/WaQM 6-7a M-----:30 \$700.001 1 0.00 NM \$700.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M----\$700.00 0.00 E 5 KSNV 10/23/12 10/23/12 M-F 6-7a WakeUp w/Wa@M -T----:30 \$700.001 0.00 NM \$700.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$700.00 0.00 E 7 KSNV 10/18/12 10/18/12 **Today Show** CM 658a-9am :30 1 \$600,002 0.00 NM 1 \$600.00 **Today Show** TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T-\$600.00 0.00 E 8 KSNV 10/19/12 10/19/12 **Today Show** CM 658a-9am ----F--:30 \$600,002 0.00 NM 1 \$600.00 **Today Show** TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---F-\$600.00 0.00 KSNV 10/22/12 10/22/12 Today Show CM 658a-9am M----30 \$600.002 0.00 NM 1 \$600.00 Today Show TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$600.00 0.00 E 10 KSNV 10/23/12 10/23/12 Today Show CM 658a-9am -T----:30 \$600.002 0.00 NM \$600.00 **Today Show** TODAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$600.00 0.00 E 11 KSNV 10/17/12 10/17/12 M-F Early News CM 5-630p :30 1 \$1,200.001 0.00 NM \$1,200.00 M-F Early News (5:00 PM-5:30 PM) **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W----1 \$1,200.00 0.00 E 12 KSNV 10/18/12 10/18/12 M-F Early News CM 5-630p ---7---:30 1 \$1,200.001 0.00 NM \$1,200.00 M-F Early News (5:00 PM-5:30 PM) **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T--\$1,200.00 1 0.00 E 13 KSNV 10/19/12 10/19/12 M-F Early News CM 5-630p :30 1 \$1,200.001 0.00 NM \$1,200.00 M-F Early News (5:00 PM-5:30 PM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -F--1 \$1,200.00 0.00 E 14 KSNV 10/22/12 10/22/12 M-F Early News CM 5-630p M-----:30 1 \$1,200.001 0.00 NM \$1,200.00 M-F Early News (5:00 PM-5:30 PM) NEWS Start Date **End Date** Spots/Week Weekdays Rating Rate Week: 10/22/12 10/28/12 M-----1 \$1,200.00 0.00 E 15 KSNV 10/23/12 10/23/12 CM 5-630p :30 1 \$1,200,001 0.00 NM \$1,200.00

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KSNV

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Estimate:

2937

Ln Ch St	art End	Inventory Code Brown M-F Early News	eak Start/Ei	nd Time Days	Len S	pots Rate Pri	Rtg Type Spots	Amount
NEWS		M-F Early News	(5:00 PM	1-5:30 PM)				
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E 16 KSNV 10/1	17/12 10/17/1	5 O			:30	1 \$1,300.001	0.00 NM 1	\$1,300,00
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Start Dat Week: 10/22/12	And the second s	Weekdays Spots/We						
E 18 KSNV 10/1	- 14 The Section 1 15	10/31	1 \$1,300.0 7-730pm		:30	1 \$1,300.001	0.00 NM 1	£4 200 00
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		FacetoFace/Raiston Report	730-758p	ımw	:30	1 \$900.001	0.00 NM 1	\$900,00
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Week: 10/15/12	<u>End Date</u> 10/21/12	Weekdays Spots/We	<u>ek Rate</u> 1 \$900.00					
E 21 KSNV 10/18	8/12 10/18/12	트 [HT] (1년에 시민(역신학원 시민(M) 2011년 1년	730-758p	W 2.0gd-125245.	:30	1 \$900.001	0.00 NM 1	\$900.00
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Start Date		Weekdays Spots/We	ek Rate	Rating				
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<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays Spots/We	<u>ek Rate</u> 1 \$900.00				9 ₂).	
E 23 KSNV 10/22	2/12 10/22/12	RALSTON in PRIME CM	8-11pm	M	:30	1 \$900.001	0.00 NM 1	\$900.00
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Start Date		Weekdays Spots/Wee	k Rate	Rating				
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E 24 KSNV 10/23	/12 10/23/12	FacetoFace/Raiston Report	730-758pr	n -T	:30	1 \$900.001	0.00 NM 1	\$900.00
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<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays Spots/Wee		A CONTRACTOR OF THE PARTY OF TH			1	
	ATT DESERTED A DOCUMENT	M-F News 3 at Eleven CM	1 \$900.00 11pm-113		:30	1 \$1,200.001	0.00 104	and an area of the second
		M-F News 3 at Eleven		-6.	.50	1 91,200,001	0.00 NM 1	\$1,200.00
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E 26 KSNV 10/18	/12 10/18/12	M-F News 3 at Eleven CM	11pm-113	5pmT	:30	1 \$1,200.001	0.00 NM 1	\$1,200.00
LATE NEWS		M-F News 3 at Eleven					57	
Start Date	: :: :: :: :: :: :: :: :: :: :: :: :: :	Weekdays Spots/Wee	<u>k Rate</u>	Rating				
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Totals

\$31,775.00

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Product Desc:

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Estimate:

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Ln Ch Start	End	Inventory Code		Start/End	Time Day	ys_L	en Spots	Rate Pri	Rtg Type Spots	Amount
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	End Date	Weekdays	Spots/Week	Date	Datina				į.	
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		Sa-Su News 3 at	Eleven					• (,) 30.00 1	0.00 (40)	\$1,100.00
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	Ind Date 0/21/12	Weekdays	Spots/Week	Rate \$1,100.00	Rating 0.00					
E 32 KSNV 10/20/12		News 3 Sunrise -		6a-7a	0.00	e	30 1	8150.000	0.00 1111	
SOFTER GET		News 3 Sunrise S		00.70		107	:SU [:	\$150,003	0.00 NM 0	\$0.00
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	Ind Date	<u>Weekdays</u> S-	Spots/Week	Rate	Rating				93	
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1 KSNV 10/15/12-1			TURDA 6a-7a	i cha i mie		Week	<u>∖days Ler</u> Sa	:30 (\$150.00)	Rtg Type	
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		NOT AVAILABLE	ERATE	255						
E33 KSNV 10/20/12			CM	7a-9am	22222	s- :	30 1	\$625.001	0.00 NM 1	\$625.00
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	nd Date	Weekdays	Spots/Week	Rate	Rating					
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E 34 KSNV 10/21/12			СМ	7a-8am		-s :	30 1	\$750.001	0.00 NM 1	\$750.00
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200 W 01 02 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	nd Date	Weekdays	Spots/Week	Data	Dation					
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N 35 KSNV 10/21/12	10.000	Chris Matthews Sh		5a-8p		-S	30 1	\$600.001	0.00 NM 1	\$600.00
		Chris Matthews Sh				### ##		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	AND SOUTH IN	\$000.UU
	nd Date		Spots/Week	Rate	Rating				ſ	
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